HTML

Unit A

Creating

an HTML document

Objectives

- Understand HTML
- Plan an HTML document
- Write an HTML document
- Preview and edit a Web page
- Create links to other Web pages
- Print an HTML document

Your ability to navigate the World Wide Web with a browser is a useful skill. By mastering just a few more basic concepts, you also can create and publish your own Web pages. You can add content to the Web by learning **Hypertext Markup Language (HTML)**, the language in which all pages on the Web are written. Grace Dekmejian works in the Information Systems department at Nomad Ltd, a travel and sporting goods company. One of her new projects is to create a Web site for the company.

HTML

Understanding HTML

HTML is the standard language used for all pages on the World Wide Web. It allows various computer systems to interpret the information on the Web in the same way. A Web page, also called an **HTML document** or an **HTML file**, is simply a text file made up of text and HTML instructions. Each of these instructions is commonly referred to as a **tag**. In general, HTML works by surrounding each page element—such as a heading, or the text for a table—with a pair of tags. The first tag indicates the beginning of a specific feature, such as boldface for text. The second tag marks the location in your document where the feature ends. Figure A-1 shows an example of the <H1>..</H1> tag pair in an HTML document. This tag pair formats text as a heading. HTML includes hundreds of different tags, which allow you to describe the way you want each of your Web page elements to appear in browsers. Figure A-2 shows the appearance in a browser of the H1 text from Figure A-1. Grace needs to design and create a Web site that is easy to use, so Nomad Ltd customers easily can find information on its products and services. HTML includes many design features for Grace to make her pages intuitive and engaging, such as:

Text formatting

HTML allows you to format text with some of the same features found in popular word processors. Those features include various type sizes and fonts, and enhancements such as bold and italics.

Hyperlinks

In your own experience using the Web, you've probably moved from one Web page to another using links. **Links**, or **hyperlinks**, are Web site addresses (called **uniform resource locators** or **URLs**) that are coded into an HTML document. Clicking a link opens its target Web page, allowing users an easy way to pursue the information they find most useful or interesting.

Tables and lists

A table often can be the most concise way to present information. HTML allows you to organize information in tables, and to format various table aspects, including borders and background color. You also can create simple bulleted or numbered lists with HTML.

Graphics, sound, and video support

Good Web pages make judicious use of graphics to balance text content. HTML allows you to easily add graphics, and it offers options to control a graphic's appearance in the browser window. You also can add code to Web pages that integrates sound and video with a page's text and graphics, creating **multimedia**. The availability of these features broadens the palette available to you when designing Web pages.

FIGURE A-1: <H1>..</H1> tag pair in HTML document

Marks end of heading text format

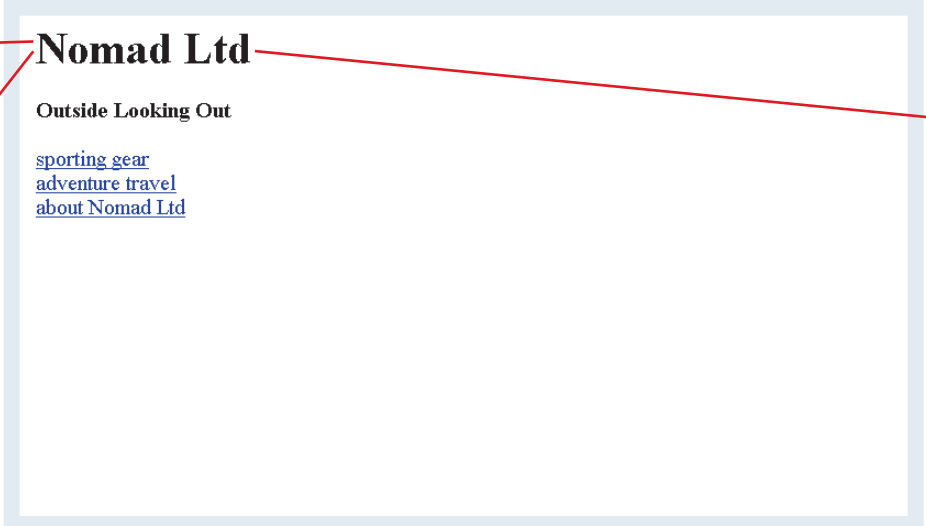
Marks beginning of heading text format

```
<HTML>

<HEAD>
<TITLE>Nomad Ltd</TITLE>
</HEAD>

<BODY>
<H1>Nomad Ltd</H1>
<H4>Outside Looking Out</H4>

<A HREF="construction.htm">sporting gear</A>
<BR>
<A HREF="construction.htm">adventure travel</A>
<BR>
<A HREF="construction.htm">about Nomad Ltd</A>
</BODY>

</HTML>
```

FIGURE A-2: Appearance of HTML document in a Web browser

Text formatted with <H1..</H1> tag pair

H1 format starts here



H1 format ends here

Planning an HTML Document

Before writing an HTML document, you should have a preliminary idea of how you want your final Web page to look. Although you'll inevitably modify your initial page format, a master plan helps keep you focused on the information you want to convey. Grace used the Web to research the HTML document-creation process. She found a list of suggested steps for planning and creating a Web page:

Details

Sketch your Web page

Create a rough sketch showing how you want your final Web page to look. The goal of this process—which is called **story boarding**—is to show the elements you want to include and how you want them arranged on the Web page. You then can make sure you know how to use or implement the necessary tags for each element, and you can research parts of your design that you haven't used before. Grace created a sketch of the first few elements she wants to add to her Nomad Ltd Web page. Her drawing is shown in Figure A-3.

Enter structuring tags for the file

Every Web page begins and ends with common tags that identify it as an HTML document and provide basic information about it to the browser. A Web page usually contains tags to divide it into a number of main sections.

Enter each Web page element, along with its formatting tags

The most common Web page elements are the text that is shown on the screen, and the references to files containing graphics. You can enter tags to add special formatting to text, to create tables, or to add links to other Web pages. It's generally best to add one new element at a time, and then preview the Web page; if the page doesn't appear as expected, you then have a good idea of which HTML tag or tag pair is likely to contain the error.

Preview the Web page

While creating your page, you should examine it often by using a Web browser, as shown in Figure A-4. These previews allow you to notice any elements that don't appear as you intended. Correcting errors often can be as simple as adding or editing an HTML tag. Because different Web browsers, such as Microsoft Internet Explorer or Netscape Navigator, sometimes display the same code differently, it's best to preview your work in multiple browsers to ensure that it appears as you planned for all users.

Test links

If your document contains links to other Web pages, preview your page in a Web browser and test each link by clicking it. If clicking a link does not open the Web page you intended as the target, you can edit the code.

FIGURE A-3: Grace's sketch for the Nomad Ltd Web page

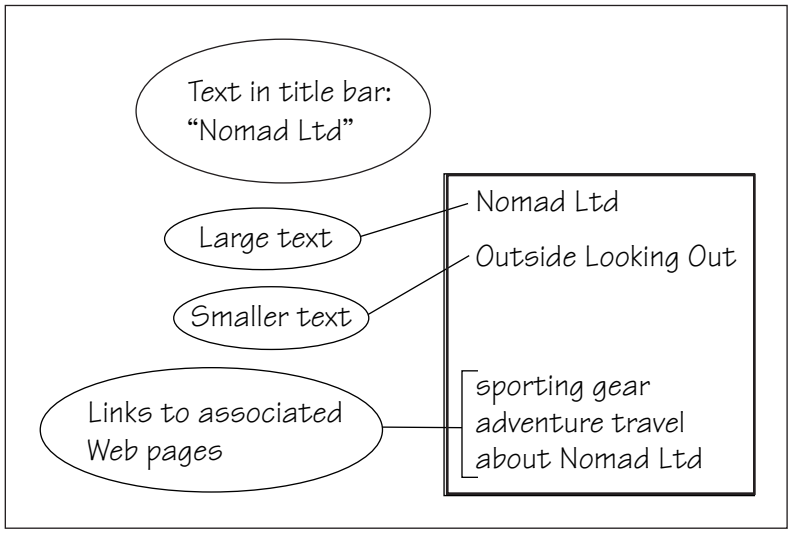


FIGURE A-4: Web page previewed in a Web browser

You can edit the HTML to change any element's appearance

Using a text editor versus a word processor

Many word processors, such as Microsoft Word, offer a Save as HTML command in the File menu. This feature allows you to create and format a document using word-processing features with which you're familiar, then automatically create a Web page that contains the same information and layout. Such a feature makes Web-page authoring possible even for people who don't know anything about HTML. However, this automated method has its drawbacks. In some cases, page elements do not appear in a Web browser exactly as they did in the word processor. Also, making any change to the Web page requires regenerating the HTML code from the word processor. On the other hand, creating pages by entering the HTML tags yourself—known as **hand-coding**—gives you more precise control over the exact appearance of your Web pages. Additionally, you can fine-tune a page's appearance by making direct and specific changes to the HTML code. Because you are studying HTML, you should use a plain-text editor such as Notepad or WordPad to complete these lessons. If you choose to use a word processor instead, be sure to save each file in *text format*. Do not use the word processor's *native format* (.doc, .wpd) or its HTML document type.

Writing an HTML Document

Once you've planned how you want your document to look, you can start creating its structure and adding page elements. You can create an HTML document in any application that allows you to enter and save text. Notepad and WordPad, which are text editor programs installed along with Windows, are popular tools for hand-coding HTML. These applications include simple methods of saving a document in text format, without the additional formatting added by some word processors. Grace decides to create her HTML document using Notepad. She begins the Nomad Ltd Web page by entering the structuring tags and adding some basic page elements.

Steps

QuickTip

Use a plain text editor, such as Notepad or WordPad, to ensure results like those found in these lessons.

1. Click **Start** on the taskbar, point to **Programs**, point to **Accessories**, click **Notepad**, then maximize the screen, if necessary
   A blank Notepad document opens.

2. Insert your Project Disk in the appropriate drive

QuickTip

Be sure *not* to use the "Save as HTML" command if you are creating your HTML document in a word processor.

3. Click **File** on the menu bar, then click **Save**
   The Save As dialog box opens. See Figure A-5.

4. Click the **Save in list arrow**, then select the location of the Project Disk

5. Select the text in the **File name text box**, then type **nomad-a.htm** to replace the default filename

Trouble?

Some text editors automatically add the .txt extension to your filename when you select it; double-check your filename to make sure it ends with .htm.

6. Make sure **Text Documents** appears in the Save as type list box, then click **Save**
   The Save As dialog box closes, and the filename appears in the title bar at the top of the document.

7. Type **<HTML>** then press **[Enter]**
   Every HTML document begins with the <HTML> tag, and ends with the </HTML> tag. This tag pair identifies the document's contents as HTML to the Web browser. Table A-1 illustrates this tag pair, along with the other common structural tags. A browser can interpret HTML tags that are in either uppercase or lowercase. However, to make your Web documents easy for yourself and others to edit, it's best to consistently use either all uppercase or all lowercase.

8. Type the remaining text shown in Figure A-6
   You can use uppercase and lowercase letters, line spaces, tabs, and hard returns to make your HTML document easier to read without affecting its appearance as a Web page. Your Web document should match the one shown in Figure A-6.

FIGURE A-5: Save As dialog box

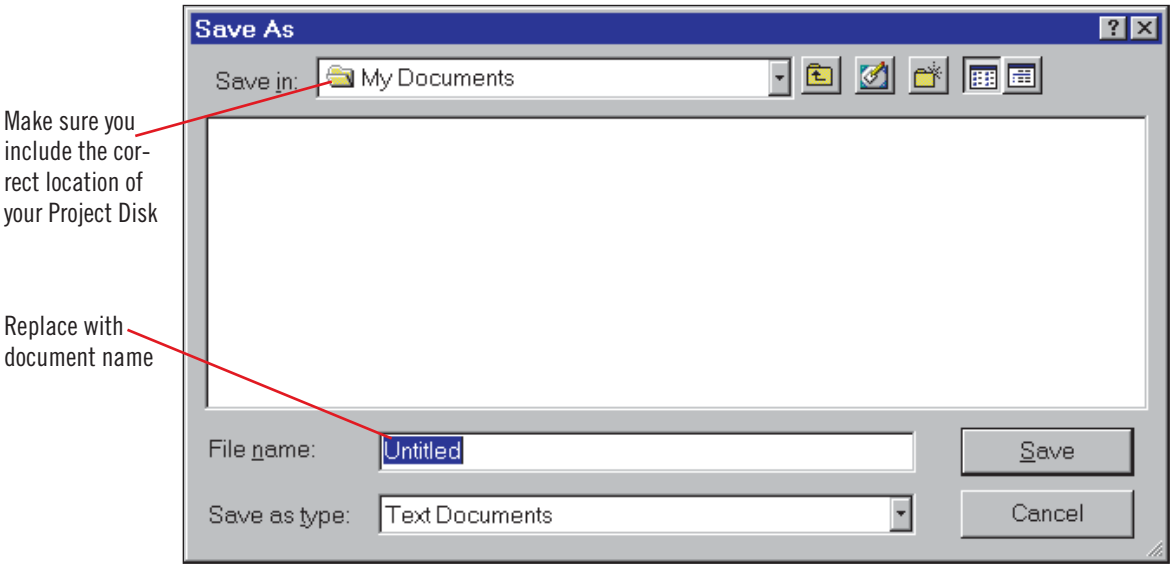


FIGURE A-6: Nomad Ltd Web page HTML code

```
<HTML>

<HEAD>
<TITLE>Nomad Ltd</TITLE>
</HEAD>

<BODY>
Nomad Ltd
Outside Looking Out
</BODY>

</HTML>
```

TABLE A-1: HTML structuring tag pairs

tag pair	purpose
<HTML>..</HTML>	Identifies the file as an HTML document to the program opening it.
<HEAD>..</HEAD>	Identifies the document's head area, where you can code information about your document, including its title.
<TITLE>..</TITLE>	Formats the document title, which appears in the browser's title bar.
<BODY>..</BODY>	Identifies the document's body area, which contains the Web page contents that appear in the browser window.

Previewing and Editing a Web Page

HTML includes many tags that allow you to format text. Two of the most basic,
 and <P>, allow you to control the space between lines of text and where those lines break on the screen, as explained in Table A-2. Some of the most efficient tags for formatting text are the six tag pairs designed for headings, and are described in Table A-3. Text formatted with the heading tags appears with slight differences in different Web browsers. You can get a rough idea of how your Web page will look to users by periodically opening your HTML document in a browser during the creation process. However, as with all HTML tags, the best way to make sure your Web page appears as you intended is to preview it in all of the most common Web browsers. Grace wants to format the company name with a heading that calls attention to it. She also wants to see how her Web page appears in a browser.

Steps

1. Click to the left of the word **Nomad** at the top of the body section of the document, type **<H1>**, press **[End]** to move the insertion point to the end of the line, then type **</H1>**
   The H1 tag formats the company name using the largest size heading. The opening tag, <H1>, begins the H1 format just before the word Nomad starts, and the closing tag, </H1>, ends this format after the end of the company name.
2. Click to the left of the word **Outside**, type **<H3>**, press **[End]** to move the insertion point to the end of the line, then type **</H3>**
   The H3 tags format the company slogan smaller than the company name. Compare your document with Figure A-7.
3. Save your work
4. Start your browser, cancel any dial-up operations, then open the file **nomad-a.htm**
   A Web browser can open a Web document from any location to which it has access, including your local hard drive or floppy drive. Compare your page with Figure A-8. Notice that just like the <P> tag, the heading tags add a blank line before and after the current paragraph.
5. Click the **text editor program button** on the taskbar
6. Change the <H3> tag to **<H4>**, then change the </H3> tag to **</H4>**
   Grace wants the size of the slogan decreased, so you will use a heading tag with a smaller size.
7. Save your work, click the **browser program button** on the taskbar, then click the browser's **Refresh** or **Reload button**
   The browser opens the most recent version of the Web page saved to disk, as shown in Figure A-9.
8. Click the **text editor program button** on the taskbar

QuickTip

To open a Web page from your local disk on most browsers, click File on the Menu bar, click Open or Open Page, click Browse or Choose File, select the file, click Open, then click Open or OK.

TABLE A-2: Basic HTML text tags

tag	description	sample	result in browser
 	adds a line break; does not require a closing tag	paragraph 1 paragraph 2	paragraph 1 paragraph 2
<P>	adds a blank line before and after the current paragraph; does not require a closing tag	<P>paragraph 1 <P>paragraph 2	paragraph 1 paragraph 2

FIGURE A-7: Web page source containing heading tags

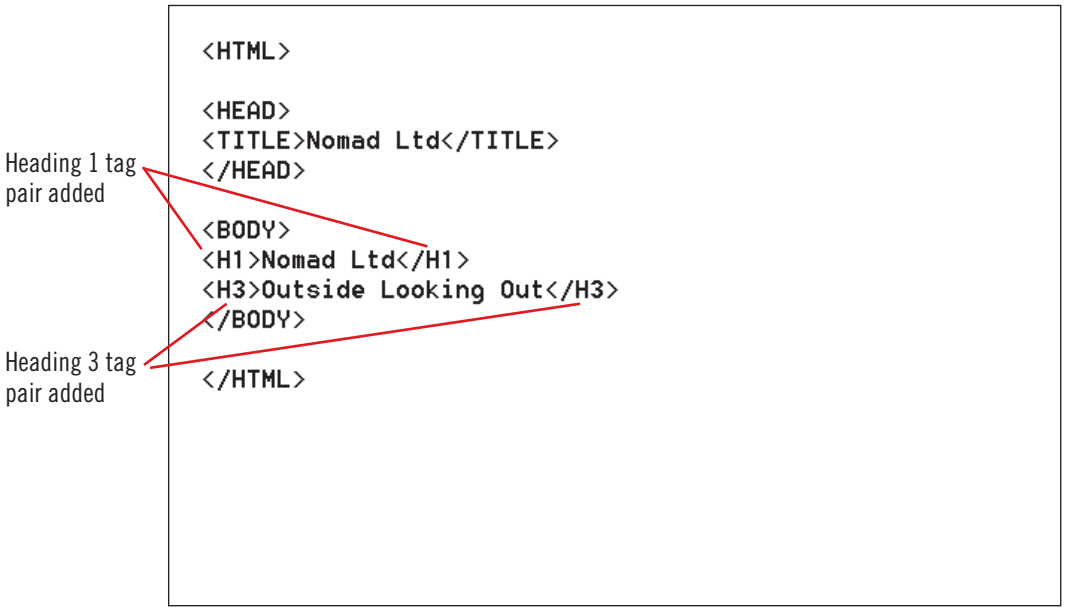


FIGURE A-8: Web page formatted with heading tags

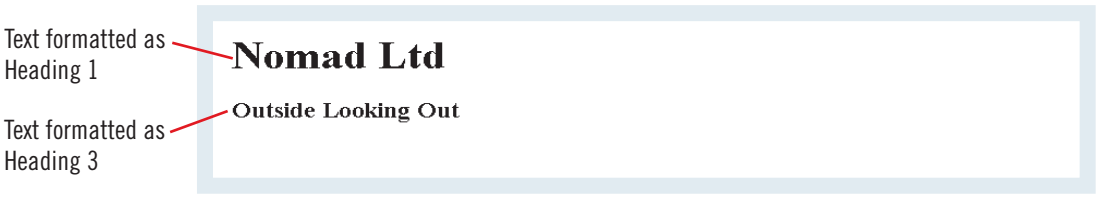


FIGURE A-9: Web page reflecting heading tag edits

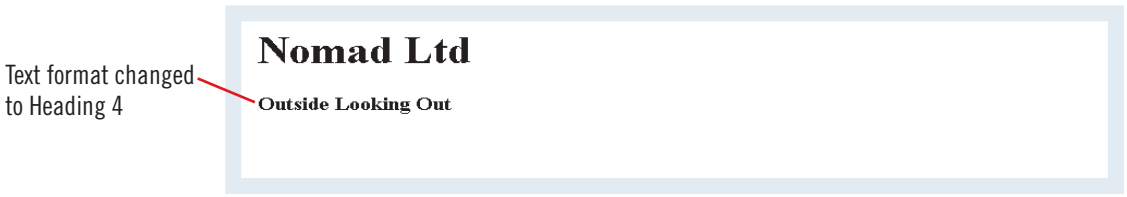


TABLE A-3: HTML headings

tags	sample	result
<H1>..</H1>	<H1>Heading 1</H1>	Heading 1
<H2>..</H2>	<H2>Heading 2</H2>	Heading 2
<H3>..</H3>	<H3>Heading 3</H3>	Heading 3
<H4>..</H4>	<H4>Heading 4</H4>	Heading 4
<H5>..</H5>	<H5>Heading 5</H5>	Heading 5
<H6>..</H6>	<H6>Heading 6</H6>	Heading 6

Creating Links to Other Web Pages

One defining feature of HTML documents is the ability to move from one Web page to another using links. A **link**, or **hyperlink**, is a specially formatted Web page object that the user can click to open a different Web page, known as the **target**. The target often is located in the same group of Web pages, or **Web site**, as the original document, and the links serve as an easy way for a user to find specific information among those pages. However, many Web pages also include links to pages on other Web sites. For example, when you submit a search to a search engine, the results page displays links to other sites that may contain the information you want. Grace plans to create separate Web pages for Nomad's two divisions, as well as a page describing the company's history. She adds the links between these pages to the layout she is developing.

Steps 1 2 3 4

1. Click to the right of the **</H4> tag**, then press **[Enter]** twice
2. Type **<A HREF="construction.htm">sporting gear</A>**, then press **[Enter]**
   The HTML for Grace's link uses the <A>..</A> tag pair, which is short for "anchor." She also uses the HREF attribute. **Attributes** are extra settings available in most HTML tags, and allow you to add to or change a tag's default features. Grace uses the equal sign to set the value of the HREF attribute equal to the location of the file to open. Because Grace has not yet created the Web document that eventually will be the target for this link, she references a placeholder file called construction.htm. A **placeholder** is a simple document containing text explaining that the Web page is incomplete. Table A-4 explains a few of the possible targets for the HREF attribute.
3. Type **
, press **[Enter], type **<A HREF="construction.htm">adventure travel</A>**, then press **[Enter]**
4. Type **
, press **[Enter], then type **<A HREF="construction.htm">about Nomad Ltd</A>**
   Compare your document with Figure A-10.
5. Save your work, then click the **browser program button** on the taskbar
   The browser displays the last version of the document that you opened. It does not reflect your most recent changes.
6. Click the **Refresh** or **Reload button**
   The browser now displays the most recent version of your document, as shown in Figure A-11. The linked text is underlined and appears in blue.

Trouble?

If the construction page does not open in your browser, check to make sure nomad-a.htm and the construction.htm files are saved in the same location.

7. Click one of the links
   The construction page opens in the browser, informing you that the page is not yet completed.
8. Click the browser's **Back button**, then click the **text editor program button** on the taskbar

TABLE A-4: Selected values for the <A>..</A> tag pair HREF attribute

value	description
http://*filename*	opens a file located on a network, such as the Internet
filename	opens a file in the same location as the current file
mailto:*e-mail address*	creates a new outgoing message in the default e-mail program, using the given address

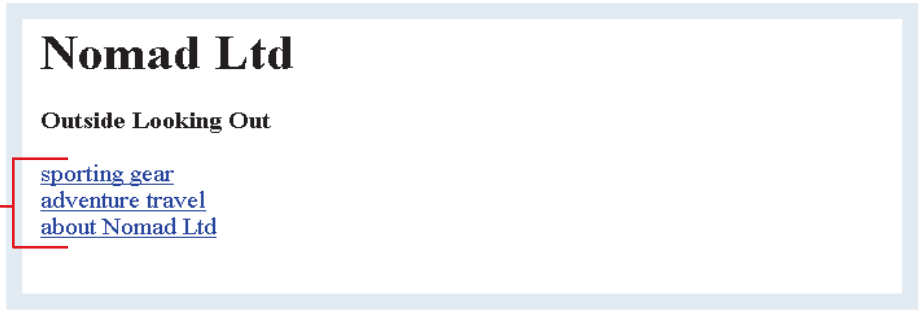
FIGURE A-10: Web page source containing link information

```
<HTML>

<HEAD>
<TITLE>Nomad Ltd</TITLE>
</HEAD>

<BODY>
<H1>Nomad Ltd</H1>
<H4>Outside Looking Out</H4>

<A HREF="construction.htm">sporting gear</A>
<BR>
<A HREF="construction.htm">adventure travel</A>
<BR>
<A HREF="construction.htm">about Nomad Ltd</A>
</BODY>

</HTML>
```

Codes for line breaks

Codes for linked text

FIGURE A-11: Web page displaying linked text



Linked text added using HREF attribute

Creating absolute and relative links

HTML allows you to format target addresses for links in two different ways. An **absolute link** includes the page's full Web site location and directory information. Absolute links are most useful to reference a specific page on a different Web site. Sample absolute link code might read <A HREF="http://www.course.com/sl/default.htm">. This code provides the browser exact instructions of how to reach the page—including the URL, directory, and the Web document name. A **relative link**, on the other hand, includes only information about the target page's location relative to the current Web page. A link to another page in the same directory as the current one might read <A HREF="justice.htm">. This link doesn't contain URL or subdirectory information, just a filename. Relative links make it easy to reference other pages in your Web site without needing to type the entire path to each page. In addition, relative links ensure that link information within your site remains valid even if the pages are moved—which is almost always necessary when the pages are finally published to the Web. Before formatting a link, therefore, it's important to think about which link format is more appropriate.

Printing an HTML Document

Even though HTML documents are designed to facilitate information exchange over the Internet, sometimes you need to print hard copies. You can print the HTML code, or **source**, of your pages using the same text editor you used to create them. Web browsers also allow you to print your Web pages as they appear in the browser window. Grace wants to bring her preliminary work on the Nomad Ltd Web page to her team meeting later today. She prints both the HTML source and the Web browser display.

Steps

1. In your text editor, click **File**, then click **Print**
   The text editor prints a single copy of the source, as shown in Figure A-12.
2. Click the **browser program button** on the taskbar
3. Click the **Print button** on the toolbar, then, if necessary, click **OK**
   The page prints as it appears in the browser window, as shown in Figure A-13.
4. Click the browser window **Close button**
5. If necessary, click the **text editor program button** on the taskbar, then click the text editor window **Close button**

Clues to Use

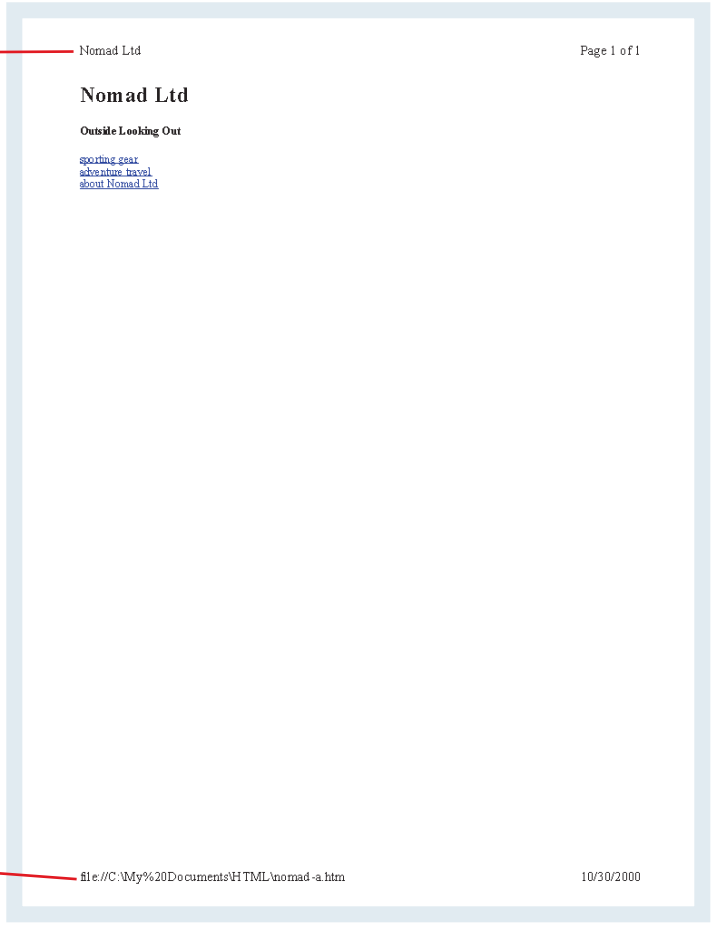
Changing browser headers and footers

When you print a Web page from a browser, the output includes information about the Web page, such as its location and the page title, as shown in Figure A-13. Both Netscape Navigator and Microsoft Internet Explorer Web browsers allow you to customize the information that prints, whether you created the Web page or not. In both browsers, you click File, then click Page Setup to change header and footer information. In Navigator, the Header and Footer sections include checkboxes that allow you to select or deselect header and footer items from a list. By default, all five items are selected. Instead of checkboxes, Internet Explorer uses codes consisting of an ampersand (&) and a letter. Although using codes takes a bit more work, Internet Explorer offers more choices of what you can show in the header and the footer, and also allows you to choose the order of the elements. To display an index of the Internet Explorer codes and their meanings, place the insertion point in the Header or Footer text box, then press F1.

FIGURE A-12: Printed source for Nomad Ltd Web page


```
<HTML>

<HEAD>
<TITLE>Nomad Ltd</TITLE>
</HEAD>

<BODY>
<H1>Nomad Ltd</H1>
<H4>Outside Looking Out</H4>

<A HREF="construction.htm">sporting gear</A>
<BR>
<A HREF="construction.htm">adventure travel</A>
<BR>
<A HREF="construction.htm">about Nomad Ltd</A>
</BODY>

</HTML>
```


FIGURE A-13: Printed browser display of Nomad Ltd web page

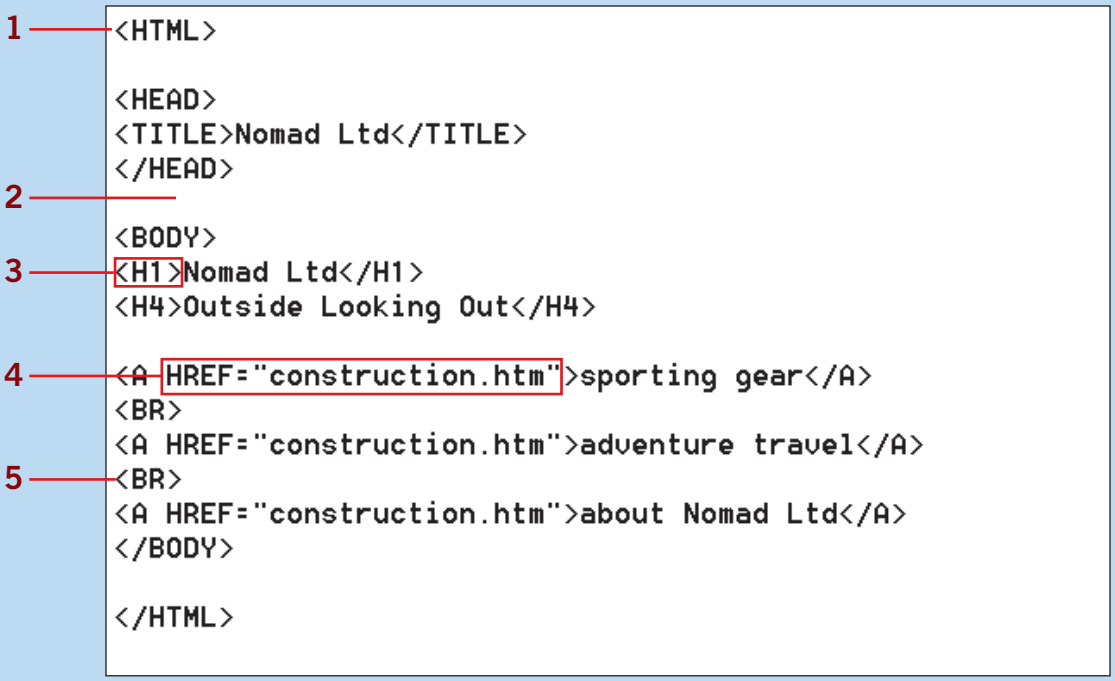


Practice

Concepts Review

Name the function of each marked element of the Notepad screen shown in Figure A-14.

FIGURE A-14



Match each statement with the term that it describes.

6. An instruction in HTML
7. Tag pair surrounding Web page contents that appear in the browser window
8. Tag pair for text to appear in the browser's title bar
9. The Web page opened by a link
10. The HTML code used to create a Web page

a. <TITLE>..</TITLE>
b. <BODY>..</BODY>
c. Tag
d. Target
e. Source

Select the best answer from the list of choices.

11. If you wanted to reduce the text size of a Heading 4, which tag pair would you use?
- **a.** <HEAD>..</HEAD>
- **b.** <H3>..</H3>
- **c.** <H5>..</H5>
- **d.**
..</BR>

12. When typing HTML tags, you should type the tags using
- **a.** uppercase for the opening tag; lowercase for the closing tag.
- **b.** either uppercase or lowercase.
- **c.** uppercase only.
- **d.** lowercase only.

13. Which menu is used to open a local file in a browser?
- **a.** Format
- **b.** View
- **c.** Edit
- **d.** File

14. HTML stands for
- **a.** HyperText Markup Language.
- **b.** HyperText Modern Language.
- **c.** HyperTool Modern Linkage.
- **d.** HyperTool Markup Linkage.

15. In what situation would you use a placeholder?
- **a.** In place of a tag, when you're not sure which tag to use
- **b.** When you have no code to enter into the body section
- **c.** When you want to format a link, but haven't yet created the target page
- **d.** In place of your company name, when you want the page to remain anonymous

16. Which tag pair marks the beginning and the end of an HTML document?
- **a.** <BODY>..</BODY>
- **b.** <HTML>..</HTML>
- **c.** <TITLE>..</TITLE>
- **d.** <HEAD>..</HEAD>

17. Which tag pair marks an element that you see in the browser's title bar?

a. <BODY>..</BODY>
b. <HTML>..</HTML>
c. <TITLE>..</TITLE>
d. <HEAD>..</HEAD>

18. Which of the following are not structuring tags?

a. <BODY>..</BODY>
b. <HTML>..</HTML>
c. <TITLE>..</TITLE>
d. <HEAD>..</HEAD>

19. Which HTML tag creates a new paragraph?

a. <NEW>
b. <P>
c. <PARA>
d. <NP>

Skills Review

1. Write an HTML document.

a. Start your text editor with a blank document.
b. Save your work as a text document called cco-a.htm.
c. Enter the HTML code shown in Figure A-15.

FIGURE A-15

```
<HTML>
<HEAD>
<TITLE>Crystal Clear Opticals</TITLE>
</HEAD>

<BODY>
Crystal Clear Opticals
Visionary Eyewear for 50 Years
</BODY>
</HTML>
```

2. Preview and Edit an HTML document.

a. Format the text "Crystal Clear Opticals" in the body section as a level 1 heading.
b. Format the text "Visionary Eyewear for 50 Years" in the body section as a level 2 heading.
c. Save your work.
d. Open your browser, then open the file cco-a.htm.
e. Open the HTML document in your text editor, then change the level 2 heading to a level 3 heading.
f. Save your work.
g. Reload the page in your browser to see the effect of the heading size change.

3. Create links to other Web pages.

a. In your text editor, on the line below the text "Visionary Eyewear for 50 years", add the text "Basic Styles" and link it to the placeholder file construction.htm . (*Hint*: Use the <A>..</A> tag pair with the HREF attribute.)
b. On the next line, add a line break, then add the text "Designer Lines" and link it to the construction.htm file.
c. On the next line, add a line break, then add the text "Eye Health Tips" and link it to the construction.htm file.
d. On the next line, add a line break, then add the text "About Us" and link it to the construction.htm file.

e. Save your work.
f. Reload the page in your browser to display the latest version of the document.
g. Click one of the links to view the construction page.

4. **Print an HTML document.**
   a. In your text editor, print the HTML document.
   b. In the browser program, print the Web page.
   c. Close the browser window.
   d. If necessary, close the text editor program.

Independent Challenges

1. You have recently started a consulting business called Star Dot Star. It is a priority for you to provide a Web site so potential clients can research your available services and business history. Using the skills you learned in this unit, plan and create a Web page for your consulting firm. Use a text editor to write your HTML tags, then use your browser to view the finished page. Your page should include at least two headings, as well as links to other Web pages or sites.

To complete this independent challenge:

a. Create a sketch of your Web page, including a page title, at least two headings, and two or more links.
b. On your sketch, define which HTML tags you will use for each page element.
c. Start your text editor and enter the structuring tags for the page, along with the title and heading elements.
d. Save your work as sds-a.htm.
e. Preview your page in your Web browser, then edit the source, if necessary, to format the page as you want it to appear.
f. Edit your HTML document to include links, using construction.htm as the target, then save the file and preview it in your browser.
g. Print the document in your text editor and in your browser.

2. You have volunteered to help create a Web page for your employer, Metro Water, the local water department. The priority for your Web page development team is to create an information source of your community's water resources. Because you are familiar with the topic of water resources in your area and with HTML, you've volunteered to sketch the page and share your knowledge of HTML to structure the document and add basic elements.

To complete this independent challenge:

a. Create a sketch that includes the items you want to include on your Web page, along with the HTML tags you'll use to create each item.
b. Start your text editor and enter the structuring tags for the page, along with the title and the heading elements, then save your file as mw-a.htm.
c. Preview your page in your browser, then edit the source, if necessary, to format the page as you want it to appear.
d. Edit your HTML document to include links, using construction.htm as the target, then save the file and preview it in your browser.
e. Print the document in your text editor and in your browser.
f. Exit your text editor and browser.

3. In this unit you have practiced using basic HTML tags to create some of the fundamental elements of a Web page. As you learn more tags and their functions, you will be able to add different elements and formats to your Web pages. The Web itself can be one of the most useful tools for learning more about HTML. Try it out by seeing what you can find on the Web about a tag or a tag pair that you haven't used yet.

To complete this independent challenge:

a. Connect to the Internet, and use your browser to go to one of the following online HTML references:
www.w3.org
hotwired.lycos.com/webmonkey
www.webreference.com
If you have trouble locating these pages, go to *www.course.com*, navigate to the page for this book, click the link for the Student Online Companion, click the link for this unit, and use the links listed there as a starting point for your search.
b. Click the link for HTML if you see one, then use the site's search utility to find information about one of the following tag pairs:
<U>..</U>
<I>..</I>
<OL>..</OL>
<UL>..</UL>
c. Print at least two pages that discuss what the selected tag does, and how you use it in Web page code.
d. Write a paragraph about your selected tag. Include the following information:
- Its name (what the letters in the tag stand for)
- What feature(s) it adds to a Web page
- An example of where in Web page design you think the selected tag would be useful

4. As you begin to use your HTML skills to create Web pages and learn more tags for adding and formatting page elements, the underlying design of your pages will become increasingly important. Organizing and designing your pages well is crucial to ensuring users can easily locate needed information. One of the most basic sources of design ideas is published Web pages. Use the Web to find examples of effective Web pages, then print those pages. Identify familiar HTML tags, and describe the advantages and drawbacks of each page's design.

To complete this independent challenge:

a. Connect to the Internet, and use your browser to open Web pages that interest you, or that you are familiar with. If you need help finding particular pages, try a search engine, such as:
- Google (*www.google.com*)
- Alta Vista (*www.altavista.com*)
- Yahoo (*www.yahoo.com*).

If you have trouble locating a search engine, go to *www.course.com*, navigate to the page for this book, click the link for Student Online Companion, click the link for this unit, and use the links listed there as a starting point for your search.

b. Print pages from at least three Web sites. Be sure to view the page source for each Web site.

c. On your printouts, indicate familiar elements (such as titles, headings, empty lines, and paragraphs of text) as well as the tag you think was used to create each element.

d. For each page you printed, list at least two design aspects that you think make the page functional (such as placement of elements, colors, and text phrasing). Be sure to refer to specific elements of each page.

e. For each page you printed, list at least one aspect that could be improved. Write a paragraph describing how you would improve the design of each Web page.

f. If necessary, disconnect from the Internet.

Visual Workshop

You work at a small bookstore called Touchstone Booksellers. You want to convince the owner that she could reach a wider audience by conducting some of her business on the Web. You decide to use the HTML skills you have learned to create a basic Web page, to illustrate the benefits of Web commerce. Create the Web page shown in Figure A-16. Be sure to include HTML code in your document to display the business name in the browser's title bar. Save your HTML file as a text document called tsb-a.htm, then print the document in your text editor and in your browser.

FIGURE A-16